

# Debut AT FASHION EXPOSED

Sydney Exhibition Centre, Darling Harbour  
February 14 - 16, 2010

For Immediate Release

December 2009



Dolly Rockers – Necklace



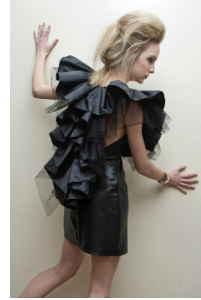
Voyageur



e'senk



Jolet



Laura C

## Debut finalists announced revealing hot new names from Australia and New Zealand

Concluding the first round of judging, **FASHION EXPOSED** is pleased to announce the names of the 12 up-and-coming fashion designers set to compete in this season's *Debut* competition.

Now entering its 9<sup>th</sup> season, *Debut* continues to provide support for talented new names and offer an invaluable launch-pad for independent designers hoping to gain recognition in this highly competitive industry.

For the thousands of retailers and buyers attending the 2010 event, *Debut*, will more importantly provide a unique opportunity to preview new names that have differentiated themselves through unique design, innovation, professionalism and originality.

Having qualified in these key areas, *Debut* finalists will present their spring/summer collections to a panel of high profile industry experts for the chance to win a share in a prize pool in excess of \$20,000. Additionally, each will receive an individual location at FASHION EXPOSED next season.

The 2010 *Debut* competition will be divided into two categories, **Apparel and Accessories**, and will encompass a variety of mediums including men's and women's fashion, clothing production, footwear, jewellery design and millinery.

This season's **Apparel finalists** will include **e'senk (ACT)**, **Eve of Adam (WA)**, **Jolet (Vic)**, **KIRI (NSW)**, **Laura C (ACT)**, **Danielle Margaret (ACT)**, **Satu (VIC)**, **Voyageur (NSW)**, while **Accessory finalists** will feature **Conform & Comply (Wellington NZ)**, **Meadowlark (Auckland NZ)**, **Dolly Rockers (QLD)** and **Chaos & Harmony (Mt Maunganui NZ)**.

*Debut* will be a key feature of FASHION EXPOSED, co-located with the AUSTRALIAN SHOE FAIR and Bags & Accessories Fair from 14-16 February 2010 at the Sydney Exhibition Centre.

Marking a noteworthy shift from previous fairs, Avant Garde will this season be celebrated as a standalone feature at FASHION EXPOSED and will no longer be included as a category in *Debut*.

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